

# Charlottesville, VA Restaurant Resale: A Frozen Yogurt Exit Becomes an Ice Cream Brand's Next Location

| Charlottesville, VA | Restaurant Resale | Don Williams  |
|---------------------|-------------------|---------------|
| Location            | Sale Type         | WSR VA Forest |

## The Opportunity

A second generation restaurant space does not have to sell to the same concept. It has to sell to the right buyer, and sometimes that buyer already owns a brand and is simply looking for the next place to put it. This Charlottesville restaurant resale, closed by Don Williams, the Restaurant Broker for WSR VA Forest, is exactly that kind of deal.

Charlottesville is a college town with a year round base, a strong downtown, and a dining scene fed by both the University of Virginia and the surrounding Central Virginia region. Frozen dessert concepts perform well in markets like this one, where foot traffic and repeat visits go hand in hand, and the listing occupied an excellent spot.

## Why the Owner Sold

The seller owned several frozen yogurt stores across Central Virginia. His reason for selling was one owner operators know well. He had a growing family, and both he and his wife are employed by a private school. Running the stores alongside those commitments became more than he could manage.

He listed with Don Williams of WSR VA Forest, and the relationship did not stop at one location. The seller has two additional locations listed with We Sell Restaurants, one of which is currently under contract and scheduled to close in late August.

## The Buyer

The new owner is a Charlottesville area business owner who already operates several businesses in the market and was actively looking for a new home for his ice cream brand. The location was the draw. It fit his portfolio, it fit his concept, and it gave him a built out frozen dessert space that needed a rebrand rather than a build out. This reflects a pattern the Restaurant Brokers see nationwide. Frozen dessert space carries equipment, plumbing, and buildout that is expensive to replicate, so operators expanding a concept increasingly buy an existing location instead of constructing one and open in weeks rather than quarters.

## The Sale

Don Williams of WSR VA Forest brought the two sides together and managed the transaction through closing, including the lease assignment and the steps required to move the space from one frozen dessert concept to another. The former frozen yogurt shop will now operate under the buyer's ice cream brand.

Listing #25897 closed as another successful Charlottesville restaurant resale for We Sell Restaurants, with the seller stepping away from an operation that no longer fit his life and the buyer adding a location to a brand he was already building.

## Key Takeaways

- Second generation space is a conversion opportunity. A sale does not require the buyer to keep the existing brand, and this frozen yogurt shop becomes an ice cream location.
- The right buyer may already be local. Multi business owners in the market move quickly when a location fits their portfolio.
- Time drives sales as often as performance. This owner sold because family and a full time career left too little room to run the stores.
- Multi unit sellers work location by location. This seller has two more listed with We Sell Restaurants, one already under contract.
- Local broker expertise matters. Don Williams of WSR VA Forest connected the right buyer to the right business and handled the lease assignment through closing.

## Frequently Asked Questions

### Can a buyer purchase a restaurant and run it under a different brand?

Yes. In this Charlottesville sale, a frozen yogurt location was purchased by an owner expanding his own ice cream brand. Second generation spaces are sold for concept conversion all the time, with the broker securing the lease assignment for the new use.

### Why do owners sell restaurants that are performing?

Time is one of the most common reasons. This seller had a growing family and a full time career alongside his stores, and managing multiple locations became too much to handle.

### What is a second generation restaurant space?

It is a space that already operated as a restaurant, so the hood, grease trap, plumbing, electrical, and permits are in place. Buying one instead of building from an empty shell saves both money and months of construction time.

### Does the landlord have to approve the sale of a restaurant?

Almost always. The lease assignment is one of the most important steps in any restaurant sale, and it becomes more involved when the buyer plans to operate under a different concept. Don Williams handled that process on this deal.

### Can I buy a restaurant to expand a brand I already own?

Yes, and it is increasingly common. This buyer already ran several Charlottesville area businesses and acquired this location to grow his ice cream brand rather than building a new store from the ground up.

### What happens to the equipment when a restaurant sells?

In a typical asset sale the furniture, fixtures, and equipment transfer to the buyer at closing, free and clear. For a concept conversion like this one, that existing equipment is a large part of what makes the deal attractive.